SUCH A TINY DOG TO CREATE SUCH A BIG FUSS!

This is Bobby... the begrimed, bewitching little Skye Terrier who lived an astonishing adventure that sparked a city-wide uproar and wrought a heart-stealing miracle without equal!

WALT DISNEY'S

Greyfriars BOBBY

TECHNICOLOR®

STARRING

DONALD CRISP · LAURENCE NAISMITH · ALEX MACKENZIE · KAY WALSH

Associate Producer HUGH ATTWOOLL • Directed by DON CHAFFEY • Screenplay by ROBERT WESTERBY • From story of Greyfriars Bobby by ELEANOR ATKINSON

Released by BUENA VISTA DISTRIBUTION CO., Inc. • ©1961 Walt Disney Productions

RAGS-TO-RICHES DOG ENJOYS BEING YEAR'S BIGGEST CANINE STAR

A little Skye terrier by the name of Tam O'Shanter is this year's "Cinderfella" of dogdom.

He's a little ball of fur about the size of a lady's muff. Like the rest of his breed and all of his first cousins, he has mischievous eyes — whenever you can see them through his waterfall of hair — an inquisitive nose and a tail that's perpetually dancing.

To an Englishman, he looks like a Yorkshire terrier. To an Australian, he couldn't be anything but a Sydney Silky. But a Scotsman knows him for what he really is — a descendant of the smaller canines from the Isle of Skye.

Such is the star of Walt Disney's Technicolor production, "Greyfriars Bobby." Less than a year ago he was a stray roaming the streets of Chorley in the North of Scotland. Today, he's living the life of Reilly as a movie star.

One of the world's most beloved dog stories, "Greyfriars Bobby," lives again in this little 19-month-old terrier who was chosen by Walt Disney because of his uncanny resemblance to the dog in the story. The true story, which happened 100 years ago, concerns the loyal devotion of a pet who kept vigil at his master's grave for 14 years.

When filming of "Greyfriars Bobby" was completed, the little stray-turned-movie-star returned to his mistress in Northern Scotland. She is the daughter of a police sergeant who rescued him from the streets by paying a fee of 12 shillings — approximately $1.70.

There in a small Scotland town he lives today awaiting another call of the casting director — if one should ever come. If not, Bobby doesn't much care for he's got plenty of biscuits in the doggie bank now — a good home with television which he loves, and, three squares a day. The tail still works fine too, as any of the neighborhood children will attest.

On the human side, Disney's "Greyfriars Bobby" stars Donald Crisp, Laurence Naismith, Alexander Mackenzie and Kay Walsh. Filmed in color by Technicolor in Scotland and at Shepperton Studios, England, it was directed for Buena Vista release by Don Chaffey.

Mat BOB 1B

SMALL STAR WITH BIG TALENT . . . Bobby, a Skye terrier, takes stardom in his stride with the title role in Walt Disney's Technicolor production, "Greyfriars Bobby," starring Donald Crisp, Laurence Naismith, Alex Mackenzie and Kay Walsh.

Walt Disney's "Greyfriars Bobby" Stars Motion Pictures' Amazing Donald Crisp

With his starring role in Walt Disney's Technicolor production, "Greyfriars Bobby," veteran actor Donald Crisp chalks up an incredible record. This is his 418th film.

Crisp, whose list of personal achievements reads like the sum total of the history of the entertainment industry, has as varied and interesting a background as anyone on the Hollywood scene today.

Best known by the public for his enormous number of roles, few people are familiar with the "believe it or not" facts about this amazing personality.

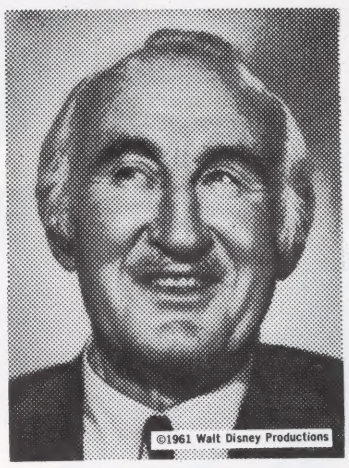
He was once a director for the Bank of Italy, now the enormous Bank of America. He organized and set up the first financing of Hollywood films and to this day still serves in a consulting capacity with the mammouth bank on matters of motion picture money-lending.

Crisp was assistant to D. W. Griffith on "The Birth of A Nation." He was a motion picture set builder and has written and directed countless movies in his lifetime. He maestroed virtually every top star in Hollywood's earlier days, including Douglas Fairbanks, Sr., Mary Pickford, John Barrymore and countless others.

Of interest is the fact that he directed Barrymore in "Son of Zorro," the first motion picture based on the life and exploits of this fabulous hero. "Zorro," of recent years, has been the subject of one of Walt Disney's important television series.

During the first days of sound movies, Crisp was associated with the late Lionel Barrymore on a film Barrymore directed. Barrymore wanted a moving camera shot. It was simple enough to put the camera on a dolly and move with the actors — but what to do about the stationery microphone hanging on a chain from the ceiling?

Barrymore instructed his property man to go to his car and bring his fishing pole. To this the two men strapped the microphone and with Crisp holding the cumbersome "boom" they thus accomplished Hollywood's first moving camera shot. The fishing-pole innovation was the forerunner of today's complex "mike" boom.



Mat BOB 1A

DISTINGUISHED STAR . . . Donald Crisp, adding another major portrayal to an illustrious career, stars as Mr. Brown, the kirkyard keeper, in Walt Disney's "Greyfriars Bobby." The Technicolor feature also stars Laurence Naismith, Alex Mackenzie and Kay Walsh. Buena Vista releases.

Crisp was also one of the founders and first directors of the Motion Picture Academy of Arts and Sciences. He still serves in a consulting capacity.

In Disney's "Greyfriars Bobby," he essays the role of Mr. Brown, dour keeper of the famed Greyfriars kirkyard where most of the story action takes place. As the sexton of the hallowed grounds, Crisp has the major human role in this famed tale that is one of the world's immortal dog stories. Based on actual fact, it is the tale of a little Skye terrier whose enduring love for his dead master kept him on watch at the old man's grave for nearly 14 years.

Filmed at actual locales in Scotland — Crisp's birthplace, incidentally — "Greyfriars Bobby" was directed for Buena Vista release by Don Chaffey. It stars Crisp, Laurence Naismith, Alex Mackenzie and Kay Walsh.

Exciting New Camera Technique Used In Walt Disney's "Greyfriars Bobby"

For Walt Disney's Technicolor production, "Greyfriars Bobby," a new camera technique was devised to give the century-old backgrounds a time-mellowed look.

Art Director Michael Stringer and Lighting Cameraman Paul Beeson, after spending many weeks researching in Scotland, came to the conclusion that the overall photography of the film required some radically new and different technique. Their whole impression of the "Greyfriars" story was one of a "time-mellowed period" and they wanted the film itself to impart this feeling.

First came the exact reproduction of 100-year-old settings of Edinburgh. Then, the pair devised a new system of motion picture lighting to make the sets appear like some master's painting come to life.

At first glance, "Greyfriars Bobby" appears as being "low-key"— or a film having a sub-normal amount of lighting. More properly, however, it is a film of tremendous depth on the giant screen. A record amount of light was used. But it was highly diffused, giving varying shades and tones even in distant backgrounds. The overall effect is like the long study of a Goya, and suddenly the amazing color and shading set apart the good from the bad; the happy from the somber. "Greyfriars" imparts this deep perception or "time-mellowed look."

In order to accomplish this varying-density lighting throughout, the immense power house at Shepperton Studios, England, was unable to cope with amperage requirements. This amounted to double that normally used for any other major production.

A new power house was built on the Shepperton grounds to accommodate two extra generators. Extra arc lamps were rented from every other studio in England and more additional equipment was obtained from as far away as Munich and Italy. More than 250 high intensity arcs plus hundreds of smaller-powered incandescent lamps were used on single major settings.

Walt Disney, Michael Stringer and Paul Beeson thus accomplished the effect they desired for "Greyfriars Bobby" and the Shepperton Studio settings match perfectly with those shot on actual locations in old Edinburgh, Scotland, and surrounding areas.

"Greyfriars Bobby" was directed by Don Chaffey. Hugh Attwooll acted as Disney's associate producer. The Buena Vista release stars Donald Crisp, Laurence Naismith, Alexander Mackenzie and Kay Walsh.

Mat BOB 2A

TALKING THINGS OVER . . . Donald Crisp attempts to explain the ways of the world to a persistent Skye terrier named Bobby in this scene from Walt Disney's Technicolor production, "Greyfriars Bobby." The immortal tale of a devoted dog stars Crisp, Laurence Naismith, Alex Mackenzie and Kay Walsh.

WALT DISNEY
presents

Greyfriars BOBBY

TECHNICOLOR®

Starring

DONALD CRISP **LAURENCE NAISMITH**
ALEX MACKENZIE **KAY WALSH**

With

DUNCAN MACRAE — ANDREW CRUICKSHANK
GORDON JACKSON — ROSALIE CRUTCHLEY
FREDA JACKSON — MOULTRIE KELSALL
JOYCE CAREY — VINCENT WINTER
JAMESON CLARK — JACK LAMBERT
BRUCE SETON — JOAN BUCK
HAMISH WILSON — SEAN KEIR

PRODUCTION STAFF

Directed by	DON CHAFFEY
Screenplay by	ROBERT WESTERBY
From the story of Greyfriars's Bobby by	ELEANOR ATKINSON
Associate Producer	HUGH ATTWOOLL
Director of Photography	PAUL BEESON, B.S.C.
Additional Photography	RAY STURGESS
Special Photographic Effects	ALBERT WHITLOCK
Music Composed and Conducted by	FRANCIS CHAGRIN
Art Director	MICHAEL STRINGER
Costume Design	MARGARET FURSE
Set Decorator	VERNON DIXON
Editor	PETER TANNER
Production Manager	PETER MANLEY
Assistant Director	DENNIS BERTERA
Make Up	HARRY FRAMPTON
Hair Stylist	BARBARA RITCHIE
Continuity	PHYLLIS CROCKER
Sound Editor	TERRY POULTON
Casting	MAUDE SPECTOR
Dialect Advisor	JOHN BRESLIN
Sound Recordists	NORMAN BOLLAND RED LAW

Greyfriars' Bobby trained by John Darlys
Filmed in Scotland
and at
Shepperton Studios, London, England

Released by BUENA VISTA Distribution Co., Inc. ©Walt Disney Productions.

RUNNING TIME: 91 MINUTES

Life & Stardom Began At 40 (+30) For Alex Mackenzie of "Greyfriars Bobby"

Alexander Mackenzie, who is 75 years young and retired from a lifetime of school teaching at the age of 61, is well on his way to a whole new career. He is now an actor and reaches movie stardom in Walt Disney's Technicolor production, "Greyfriars Bobby."

Shortly after his retirement from Scotland's classrooms, Mackenzie began periodic work for BBC radio. A few years later — when he was about 70, he appeared in his first motion picture with the late Paul Douglas. He followed this with several other minor film roles, including a part in Disney's "Kidnapped" released last year.

Spry Alexander Mackenzie is now promoted to stardom, sharing top billing with Donald Crisp, Laurence Naismith and Kay Walsh in "Greyfriars Bobby" in which he plays the most important and sympathetic role of his screen career. He enacts Old Jock, the poor shepherd who is immortalized through the loyalty and devotion of a little dog named Bobby — a true story from the pages of Scotland's history.

"Greyfriars Bobby" was directed by Don Chaffey. Hugh Attwooll served as Disney's associate producer. Buena Vista releases.

Mat BOB 1C

DEVOTED FRIENDS . . . Alex Mackenzie, as a shepherd, surveys the countryside with his devoted Skye terrier, Bobby, in this scene from Walt Disney's Technicolor production, "Greyfriars Bobby," starring Donald Crisp, Laurence Naismith, Mackenzie and Kay Walsh.

THE STORY OF "GREYFRIARS BOBBY"

IN THE Lammermuir Hills near Edinburgh a hundred years ago, a little Skye terrier called Bobby grows up devoted only to an old shepherd, Jock (ALEXANDER MACKENZIE) who works for a local farmer (GORDON JACKSON).

When old Jock loses his job because he is too old and infirm to work, Bobby follows him to Edinburgh where he finds him lying semi-conscious in a cart in the Grassmarket.

Bobby leads old Jock to Mr. Traill (LAURENCE NAISMITH) in whose Dining Rooms the shepherd has always had his mid-day meal on market days. When the kindly Mr. Traill, distressed by Jock's ailing condition, departs to fetch a doctor, the shepherd disappears into the night, with Bobby at his heels.

After Jock has died in his sleep in a wretched lodging house, Bobby dodges the police and hides between the legs of the mourners carrying his departed master to Greyfriars Kirkyard.

After vainly attempting to enforce his rule forbidding dogs to enter his kirkyard when Bobby insists on keeping a nightly vigil on old Jock's grave, Mr. Brown (DONALD CRISP), crotchety keeper of the grounds, gradually warms to the devoted little dog and even tries to give him a home in his lodge.

Mr. Traill is equally fond of Bobby and does his best to persuade him to share his hearth and lonely life, enlivened only by the Edinburgh waifs who have helped him to keep track of the roving Skye terrier.

The rivalry between the two men for Bobby's affection finally leads to a case in the Edinburgh Court in which Mr. Traill is charged with harboring a dog without a license. The trial is watched secretly by Mr. Brown from the back of the court.

The ultimate dispute between Mr. Traill and Mr. and Mrs. Brown (KAY WALSH) as to who shall pay for Bobby's license, when they realize his life and not their principles is at stake, is interrupted by the waifs of Edinburgh who burst into the court with the necessary funds collected in farthings and half-pennies to pay for the license.

It is the kindly Lord Provost of Edinburgh who has the last say when he tells the Browns, Mr. Traill and the ragged children that Bobby will belong to none, and to all. He is to be given the freedom of the City of Edinburgh.

During the remainder of his fourteen years of life Greyfriars Bobby, now a celebrity, runs free during the day, visiting the Browns and Mr. Traill, playing with the children and joining in the Queen's Own Cameron Highlanders Pipe and Drum band parade on Edinburgh Castle Esplanade. Every night, however, he sleeps with Old Jock, lying on the humble mound of earth which marks the shepherd's grave in Greyfriars Kirkyard.

ANOTHER GREAT STORY ADDED TO LONG LIST OF WALT DISNEY HITS

Walt Disney adds another classic to the great tales he has brought to the motion picture screen with the current release of the Technicolor feature, "Greyfriars Bobby."

One of the world's immortal dog stories, "Greyfriars Bobby," by Eleanor Atkinson, was first published in 1912 and has gone through innumerable printings to become an international fiction classic.

Hero of the appealing and colorful story is a little Skye terrier who, after his master died, kept a 14-year vigil at his grave.

Produced at actual locales in Edinburgh, Scotland, the film stars Donald Crisp, Laurence Naismith, Alexander Mackenzie, and Kay Walsh. Don Chaffey directed for Buena Vista release.

Real-Life "Bobby" A Real Movie Fan

A little nineteen-month-old Skye terrier from the North of Scotland who plays the canine starring role in Walt Disney's Technicolor production, "Greyfriars Bobby" is an avid movie fan!

Each day during filming at Shepperton Studios in England, his trainer, John Darlys, took him along to the studio projection room to view the "dailies." These are the so-called "rushes" or the first viewing of scenes shot the previous day.

Little Bobby's tail would wag enthusiastically each time he would see himself appear on the screen. It became ritual for the film's makers to have Bobby attend these daily screenings, usually reserved for the producer, director, film editor and the top stars only.

"Greyfriars Bobby" is the screen adaptation of the true story of the little dog of Edinburgh, Scotland, who kept a devoted 14-year vigil at his master's grave in old Greyfriars churchyard 100 years ago. Donald Crisp, Laurence Naismith, Alexander Mackenzie and Kay Walsh star in the Technicolor film directed by Don Chaffey for Buena Vista release.

WORLD-FAMOUS NOVEL

Since 1912, when it was first published, Eleanor Atkinson's novel about the incredible devotion of a dog, "Greyfriars Bobby," has gone through countless reprintings and is still considered one of the world's most beloved canine stories.

During filming in Scotland of Walt Disney's Technicolor screen version, Director Don Chaffey discovered the novel's popularity through the years has not waned and is still required reading in many parts of the world.

A little Skye terrier by the real-life name of Tam O'Shanter was personally selected by Walt Disney for the title role.

Donald Crisp, Laurence Naismith, Alexander Mackenzie and Kay Walsh star as the principal people in Bobby's life in the Buena Vista release.

Mat BOB 2B

SCENE STEALER . . . Bobby, the Skye terrier that portrays the title role in Walt Disney's "Greyfriars Bobby," gains the center of attention and Laurence Naismith's friendship in this scene from the Technicolor feature, starring Donald Crisp, Naismith, Alex Mackenzie and Kay Walsh. Buena Vista releases.

Laurence Naismith Has Top Role in Walt Disney's "Greyfriars Bobby"

In the best of theatrical tradition, Laurence Naismith has been at his calling from childhood. As a result he brings life and color to the role of John Traill, kindly restaurant proprietor, in Walt Disney's Technicolor production, "Greyfriars Bobby."

The actor was born Laurence Johnson in Thames Ditton, Surrey England. At the age of twelve he appeared with a classmate, Laurence Olivier, in a school presentation of "The Taming of the Shrew." This was enough to bend his ambitions toward the theatre, and six years later he got his first professional job as a chorus boy in George Gershwin's musical comedy, "Oh Kay."

By the time he was 21 Naismith had graduated to assistant stage manager and occasional actor with the Bristol Repertory Theatre. He toured the provinces with this and other groups. At that time he met an actress named Christine Bocca. A year later they were married, and now have a son, John, born on March 15, 1946.

Naismith was co-owner of a thriving repertory company when England went to war. He served in the army artillery from 1939 to 1945.

He returned to repertory after the war, and also was prospering in films. Then, in 1950, he accepted a leading part in "Colombe" by Anouilh. After that Naismith was welcomed in a succession of London hits, including "The Applecart" with Noel Coward, "The Burning Glass" and "The Lark." In 1955 he portrayed Dvorak in "Summer Song," and has devoted himself exclusively to films since. Among his recent pictures are "A Night To Remember," "La Tempesta," "The Naked Earth," "The Boy on the Dolphin" and "The Man Who Never Was." He also will be remembered for his featured performance in Disney's "Third Man on the Mountain."

In "Greyfriars Bobby," the remarkable story of a canine hero, Naismith co-stars with Donald Crisp, Alexander Mackenzie and Kay Walsh. The film, directed by Don Chaffey, is released by Buena Vista.

Mat BOB 2C

NEW COMPANIONS . . . Bobby, the Skye terrier, brings hope and laughter to Edinburgh urchins in Walt Disney's Technicolor production of the world famous story of "Greyfriars Bobby." The true tale of a dog's lasting devotion stars Donald Crisp, Laurence Naismith, Alex Mackenzie and Kay Walsh.

Walt Disney's "Greyfriars Bobby" Brings Vivid & Warm Screen Life to Great Story

(PREPARED REVIEW)

"Greyfriars Bobby," Walt Disney's newest offering of the unusual and exciting in motion picture entertainment, which opened at the ..... theatre last night, is one of the most unbelievable pages of history come to vivid life on the screen. The production depicts in endearing manner one of the world's immortal dog stories, that of the little Skye terrier who kept an incredible 14-year vigil over his master's grave in Scotland's Greyfriars churchyard over a century ago.

Based on Eleanor Atkinson's famous book, "Greyfriars Bobby," the full-length feature was made at authentic locales in Scotland, and stars a distinguished cast of players. Donald Crisp, playing the key part of Mr. Brown, sexton and keeper of Greyfriars churchyard in which the little terrier won immortal fame, gives another warm and vital performance, enhancing one of the most amazing careers in the motion picture industry.

Laurence Naismith, long considered one of the most talented and versatile character actors, stars as Mr. Traill, owner of Traill's Dining Rooms where sustenance and shelter are provided first to Bobby's master and later to the faithful dog himself. Mr. Traill's efforts to win the little dog's affection provide Naismith with ample scope for putting humor and pathos into his warmly human role.

Alexander Mackenzie, former school teacher who made his name as an actor after passing the normal age of retirement, is also wonderful in the important and sympathetic role of Old Jock, the poor shepherd who is immortalized through the devotion of his dog.

Kay Walsh, the brilliant character actress of top-budget British films, portrays another of the Edinburgh folk who were drawn together through compassion and love for a mite of a dog. Miss Walsh beautifully enacts the role of Mrs. Brown, a tactful referee in the eventual dispute between her husband and Mr. Traill for the affection and ownership of little Bobby.

Then there is the adorable terrier himself, Bobby, played by a little Skye terrier who looks exactly like his famous namesake. The new Disney canine star is certain to captivate audiences of all ages.

"Greyfriars Bobby" was produced in color by Technicolor. Hugh Attwooll was associate producer. The film is notably directed by Don Chaffey. Paul Beeson, famed lighting cameraman, used a new technique of color photography to produce the time-mellowed impression of Greyfriars' century-old backgrounds. The story has been translated to screen fare with consummate care and the highest regard for engrossing entertainment as well as authenticity of characterization and period atmosphere in the Disney tradition. Buena Vista releases.

KAY WALSH'S FAMED DRAMATIC TALENT A HIGHLIGHT OF "GREYFRIARS BOBBY"

Kay Walsh, brilliant stage and screen actress who has contributed her dramatic talent to many top British films, co-stars in Walt Disney's Technicolor production of "Greyfriars Bobby."

The famed true story from Scottish history relates how Bobby, a little terrier, keeps a devoted vigil at his master's grave for almost 14 years. Miss Walsh plays the role of the wife of the kirkyard caretaker while veteran performer Donald Crisp essays the role of her husband.

Although Kay Walsh is widely known for her work on the stage, where she began her acting career, it is through her screen performances in such films as "Oliver Twist," "This Happy Breed," "In Which We Serve," "Lost Holiday" and "The Horse's Mouth" that she has risen to the top of her profession. Prior to appearing in Disney's "Greyfriars Bobby," she renewed a successful acting partnership with Alex Guinness in the highly successful "Tunes of Glory."

"Greyfriars Bobby," filmed in Scotland and England, co-stars Crisp, Laurence Naismith, Alexander Mackenzie, Miss Walsh and introduces Bobby, a tiny Skye terrier. Hugh Attwooll was associate producer. Don Chaffey directed for Buena Vista release.

Mat BOB 2E

RIVALS FOR BOBBY . . . Laurence Naismith, as an innkeeper, and Donald Crisp, as a kirkyard caretaker, battle over the rightful ownership of the Skye terrier, Bobby, in this scene from Walt Disney's Technicolor production, "Greyfriars Bobby," starring Crisp, Naismith, Alex Mackenzie and Kay Walsh.

Mat BOB 2D

A STROLL AROUND TOWN . . . Bobby, a beloved Skye terrier, and his new-found friends, Ailie and Tammy, happily walk down the streets of Edinburgh in this scene from Walt Disney's "Greyfriars Bobby." The Technicolor feature stars Donald Crisp, Laurence Naismith, Alex Mackenzie and Kay Walsh.

Column Items

Donald Crisp, veteran star of top films, is ideally cast in Walt Disney's Technicolor screen version of the famous "Greyfriars Bobby" story. The film depicts the remarkably true account of a little dog who kept constant vigil at his master's grave for 14 long years. Crisp, himself an avowed dog lover, has made somewhat a specialty of such canine stories. Some 20 years ago he directed and performed in "Lassie Come Home" and more recently starred in "Dog of Flanders."

* * *

The little Skye terrier who plays Bobby in Walt Disney's Technicolor production of "Greyfriars Bobby" got his starring part in a real rags-to-riches way. He was purchased from an animal shelter for $1.70 by the daughter of a police sergeant in a small Scottish town. Upon reading of the intensive "Canine" search for the movie, and seeing how much the stray dog resembled the famous Bobby's picture, the woman wrote to Walt Disney. Within days the little terrier was flown to London and signed to be the star of the show.

* * *

In Walt Disney's Technicolor feature production, "Greyfriars Bobby," actor Andrew Cruickshank is afforded a role in complete contrast to a previous Disney characterization. In "Greyfriars Bobby" he enacts the part of the Lord Provost of Edinburgh who befriends little Bobby, the Skye terrier, who keeps a loyal vigil at his master's grave. In a previous Disney picture, "Kidnapped," Cruickshank played one of the most unpopular characters in the cast — the role of Colin Roy Campbell, the King's Agent, whose murder made the hero a hunted man.

* * *

Kay Walsh, starring in Walt Disney's Technicolor production, "Greyfriars Bobby," is well known for her fine performances on the stage and in many British films. It is not generally known, however, that she also collaborated on writing the screenplay for "Great Expectations," a film which starred John Mills and launched Alec Guinness to his present international fame.

* * *

Alexander Mackenzie, starring in Walt Disney's Technicolor production, "Greyfriars Bobby," is living proof of the old axiom: "It's never too late!" Mackenzie retired from a lifetime of teaching mathematics when he was 61 years of age. He then turned to a new career of radio acting and appearing in documentary films. Now, at 75, he has his first starring role in a feature motion picture.

* * *

Daguerrotypes of Edinburgh, Scotland, as it looked over 100 years ago, proved invaluable research aids in the filming of Walt Disney's Technicolor production, "Greyfriars Bobby." Art Director Michael Stringer gathered together every daguerrotype available and thus was able to reconstruct exact replicas of certain parts of Edinburgh as it was in the year 1860.

* * *

Scotland's Royal Pipe and Drum Band, the Queen's Own Cameron Highlanders, play an entertaining and colorful role in Walt Disney's Technicolor production, "Greyfriars Bobby," the appealing true story of a little dog who kept a loving vigil at his master's grave for 14 years. The famed bandsmen bring the skirl of their pipes and the beat of their drums to the screen as they swagger by in parade before old Edinburgh Castle. In the episode from the new film the little Skye terrier is given the freedom of the city in reward for his loyalty to a dead master even to the point of getting under foot as the pipers and drummers pass in review along the Esplanade.

GREYFRIARS BOBBY HONORED BY A QUEEN

Queen Victoria once instigated honors commemorating the loyalty and courage of a dog, the remarkable hero of Walt Disney's Technicolor production, "Greyfriars Bobby."

The dog so honored was a tiny Skye terrier by the name of Bobby who lived in Greyfriars kirkyard, a cemetery located in the center of teeming Edinburgh, Scotland. When Bobby's master, a penniless shepherd, died in 1858, the dog began a lonely and loving vigil at the old shepherd's grave that was to last until the dog's death some 14 years later.

At first, Bobby was branded a stray and was hailed into local court on charges of being unlicensed and a vagrant.

In the simple and wonderful ways of children, the waifs of Edinburgh sold everything they possessed to buy back Bobby's freedom and life.

The appealing story received wide coverage in the press, and eventually came to the attention of Her Majesty, the Queen.

Queen Victoria asked for periodic reports on Bobby's well-being. Finally, when the mite of a dog died, she "suggested" that he be buried at Greyfriar's near his master and that a monument be erected "to one of our most loyal subjects." And so it was done.

"Greyfriars Bobby" stars Donald Crisp, Laurence Naismith, Alexander Mackenzie and Kay Walsh. Buena Vista releases.

Mat BOB 1D

WARM AFFECTION . . . Bobby, the Skye terrier, wins another devoted follower in the person of a farmer's little daughter in this scene from Walt Disney's "Greyfriars Bobby," a Technicolor feature starring Donald Crisp, Laurence Naismith, Alex Mackenzie and Kay Walsh.

Greyfriars Bobby's Constant Companion

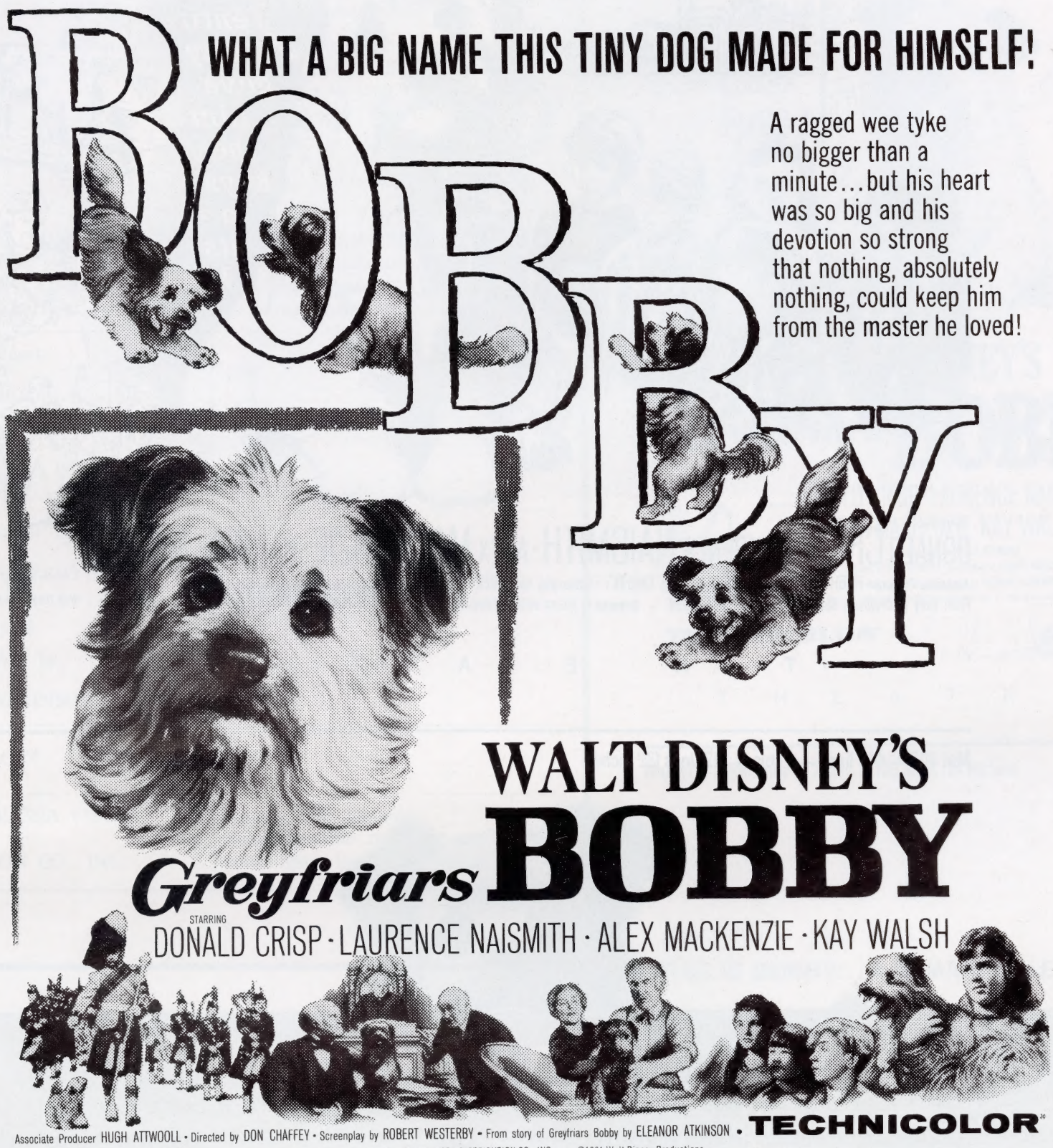
Inseparable companion of the little nineteenth-month old shaggy star of Walt Disney's Technicolor production, "Greyfriars Bobby," is John Darlys, forty-eight-year-old Hungarian born trainer of the latest Disney canine hero.

In Switzerland, where Parlys had taken refuge from Hungary during the war, he launched his unique dog act in which a troupe of twenty-six dogs of all breeds, ages and sizes took over a stage alone, dressed and behaving as humans, from the moment the curtain rose until it finally fell to thunderous applause.

Since then the act has become world famous both on the music hall stage and on television. When it reached the ears of Walt Disney he felt Darlys was the ideal trainer for Bobby, who would react to the sympathy, love and infinite patience of John Darlys.

"Greyfriars Bobby" has a large cast headed by Donald Crisp, Laurence Naismith, Alexander Mackenzie and Kay Walsh. Buena Vista releases.

ADVERTISING

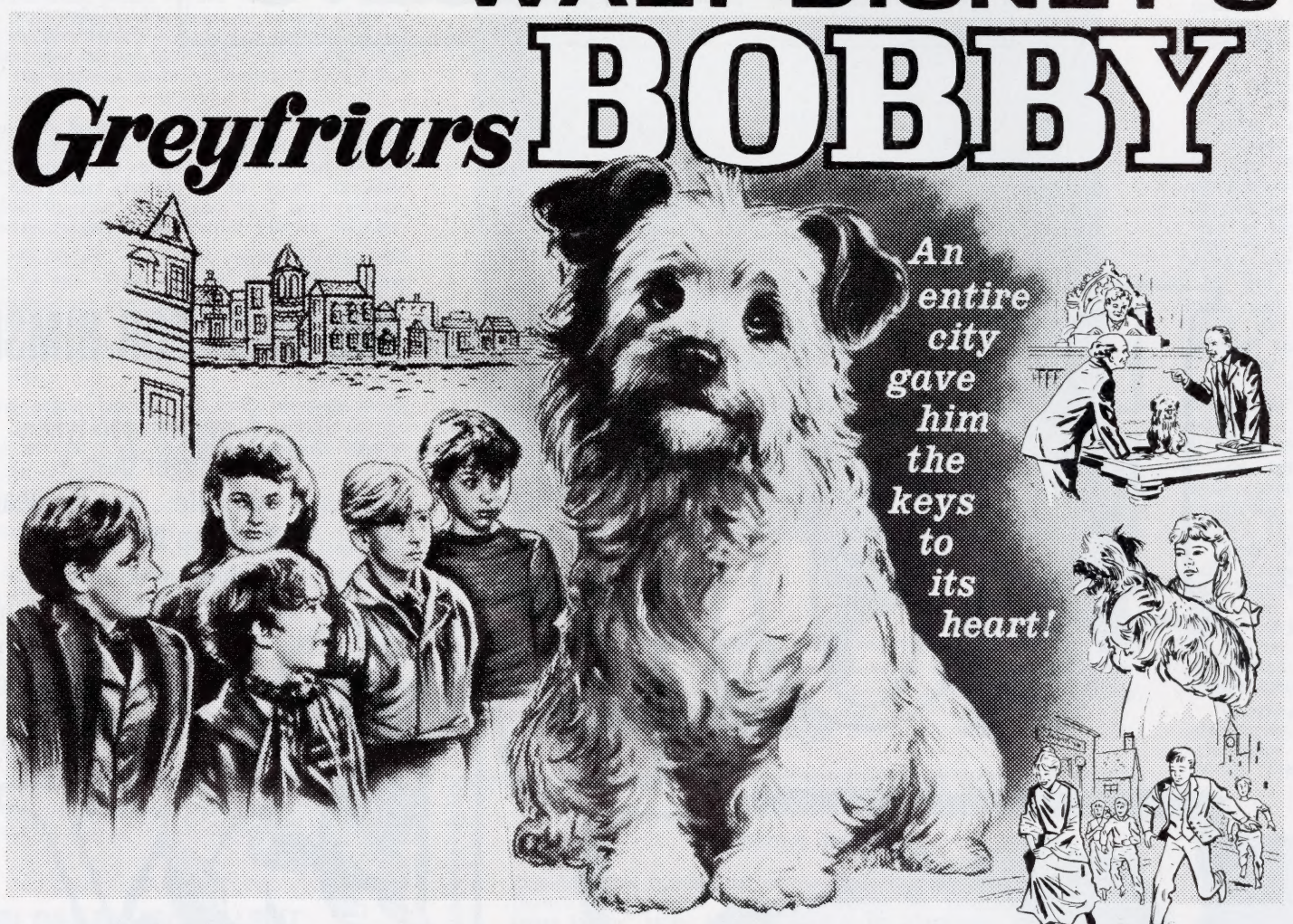


T H E A T R E

Mat 404 — 500 lines — 4 cols. x 125 lines (36 inches)

He was alone...an outcast...a vagrant without a master. His story is told in a most enchanting motion picture. He is the remarkable hero of **WALT DISNEY'S**

Greyfriars BOBBY



STARRING

DONALD CRISP · LAURENCE NAISMITH · ALEX MACKENZIE · KAY WALSH

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TECHNICOLOR®

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T H E A T R E

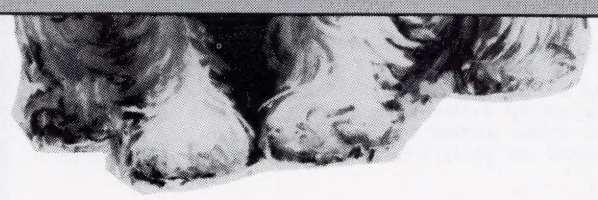
Mat 402 — 448 lines — 4 cols. x 112 lines (32 inches)

MR. EXHIBITOR — PLEASE NOTE!

Give your patrons the best possible picture on your theatre screen. For top projection results in the presentation of "GREYFRIARS BOBBY" you must use

ASPECT RATIO 1:75 to 1

WARNING: IF PROJECTED AT A RATIO LESS THAN 1:75 to 1 THERE WILL BE A BLACK BORDER AT TOP AND/OR BOTTOM OF SCREEN!



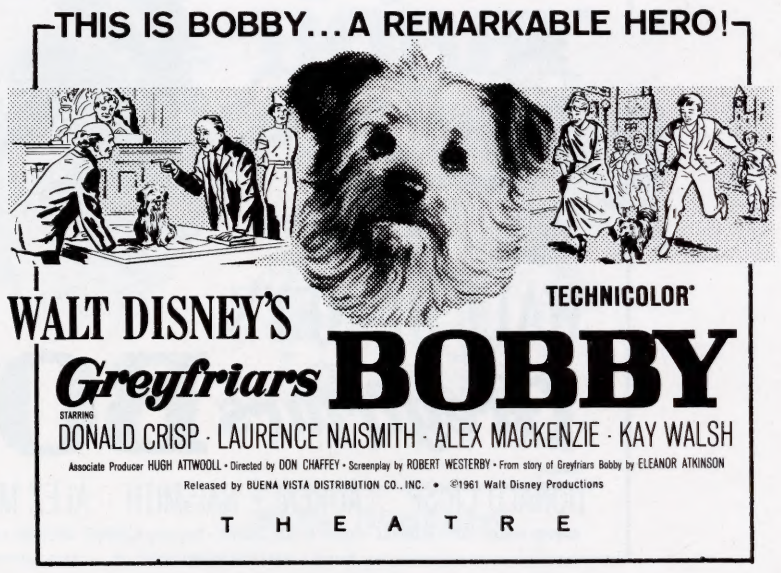
BILLING REQUIREMENTS TO BE COMPLIED WITH IN ALL ADVERTISING (including paid publicity)

The following cast and production credits shall be displayed in the order and size indicated, in all advertising and paid publicity (other than group, list, teaser, trailers, special advertising and advertisements of EIGHT (8) COLUMN INCHES OR LESS). The percentage size designated for each name indicates its percentage size of the title, unless othrwise indicated. The title size of 100% is determined by the average heights of the letters in the title.

WALT DISNEY Presents	75-100% preceding cast names and title. Credit to Walt Disney *must* appear in all ads.
"GREYFRIARS BOBBY"	100%
Starring: (1) DONALD CRISP (2) LAURENCE NAISMITH (3) ALEX MACKENZIE (4) KAY WALSH	 40% size of main title, 1st position. 40% size of main title, 2nd co-star. 40% size of main title, 3rd position. 40% size of main title, 4th position.
Associate Producer: HUGH ATTWOOLL	15%
Directed by: DON CHAFFEY	15%
Screenplay by: ROBERT WESTERBY From the story of Greyfriars Bobby by: ELEANOR ATKINSON	15%
TECHNICOLOR®	25%
Released by BUENA VISTA DISTRIBUTION CO., INC.	Approx. 5%. Desirable. Small readable type all ads, except where space limitation preclude use.

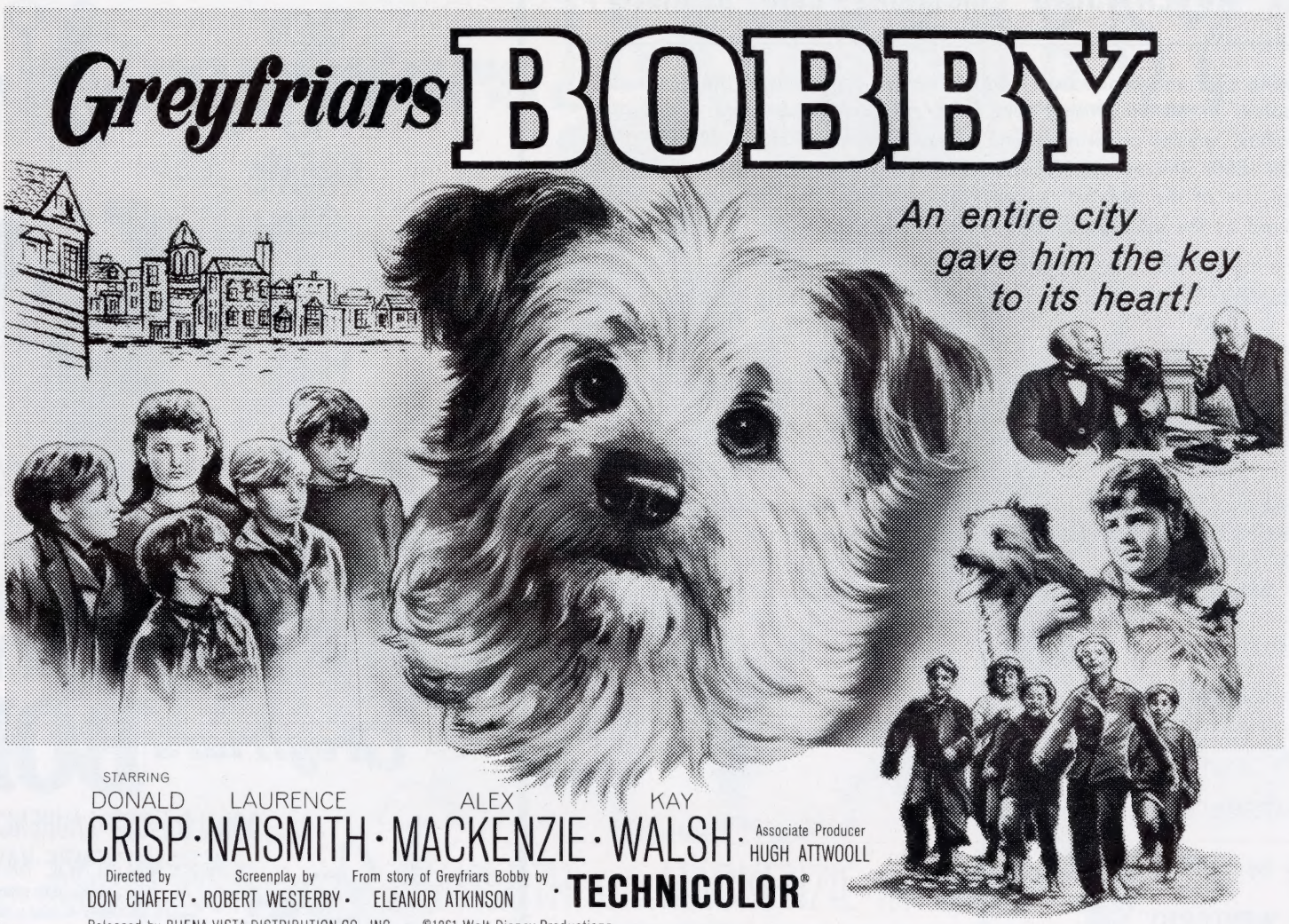
Mat 202 — 200 lines — 2 cols. x 100 lines (14 inches)

Mat 201 — 28 lines — 2 cols. x 14 lines (2 inches)



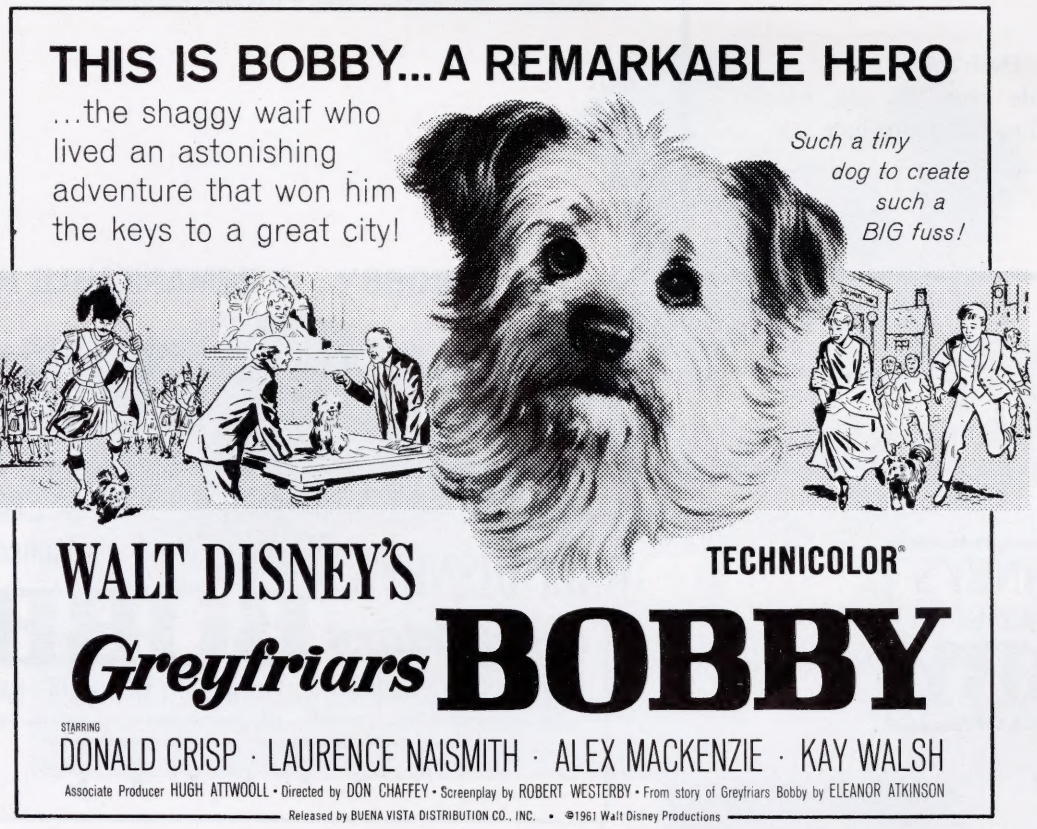
Mat 204 — 74 lines — 2 cols. x 37 lines (5 inches)

He was alone...an outcast...a vagrant without a master. His story is told in a most enchanting motion picture. He is the remarkable hero in **WALT DISNEY'S**



T H E A T R E

Mat 405 — 400 lines — 4 cols. x 100 lines (29 inches)



T H E A T R E

Mat 305 — 201 lines — 3 cols. x 67 lines (14 inches)

The entire city gave him the keys to its heart!

Mat 103— 50 lines (4 inches)

GET READY TO LOSE YOUR HEART TO A NEW DISNEY HERO!

A rare experience for everyone sentimental enough to love a dog ...the story of a raggedy Skye Terrier whose heart was as big as his devotion was strong.

No more than a handful! No bigger than a minute!

TECHNICOLOR®

WALT DISNEY'S *Greyfriars* BOBBY

STARRING

DONALD CRISP · LAURENCE NAISMITH · ALEX MACKENZIE · KAY WALSH

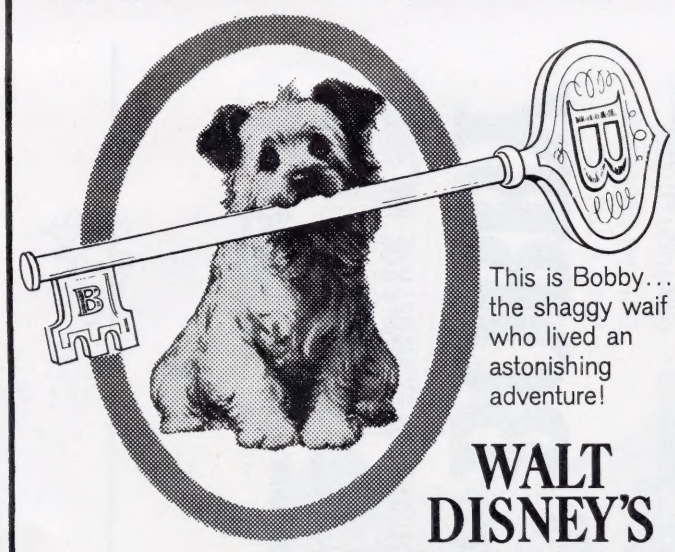
Associate Producer HUGH ATTWOOLL • Directed by DON CHAFFEY • Screenplay by ROBERT WESTERBY • From story of Greyfriars Bobby by ELEANOR ATKINSON

Released by BUENA VISTA DISTRIBUTION CO., INC. • ©1961 Walt Disney Productions

T H E A T R E

Mat 403 — 300 lines — 4 cols. x 75 lines (21 inches)

HE WON THE KEY TO THE CITY!



This is Bobby... the shaggy waif who lived an astonishing adventure!

WALT DISNEY'S

Greyfriars BOBBY

STARRING

DONALD CRISP · LAURENCE NAISMITH · ALEX MACKENZIE · KAY WALSH

Associate Producer HUGH ATTWOOLL • Directed by DON CHAFFEY

Screenplay by ROBERT WESTERBY

From story of Greyfriars Bobby by ELEANOR ATKINSON

TECHNICOLOR®

Released by BUENA VISTA DISTRIBUTION CO., INC.

©1961 Walt Disney Productions

T H E A T R E

Mat 206 — 150 lines — 2 cols. x 75 lines (11 inches)

He won the key to the city.

WALT DISNEY'S

Greyfriars

BOBBY

STARRING

DONALD CRISP · LAURENCE NAISMITH

ALEX MACKENZIE · KAY WALSH

TECHNICOLOR®

Released by BUENA VISTA DISTRIBUTION CO., INC.

©1961 Walt Disney Productions

T H E A T R E

Mat 102— 75 lines (5 inches)

WHAT A BIG NAME THIS TINY DOG MADE FOR HIMSELF!

He's the shaggy waif who asked something special from everyone... and wouldn't take "no" for an answer!

WALT DISNEY'S
Greyfriars **BOBBY**

STARRING
DONALD CRISP · LAURENCE NAISMITH · ALEX MACKENZIE · KAY WALSH

Associate Producer HUGH ATTWOOLL • Directed by DON CHAFFEY • Screenplay by ROBERT WESTERBY

From story of Greyfriars Bobby by ELEANOR ATKINSON • Released by BUENA VISTA DISTRIBUTION CO., Inc. • ©1961 Walt Disney Productions

TECHNICOLOR®

T H E A T R E

Mat 304 — 300 lines — 3 cols. x 100 lines (21 inches)

SUCH A TINY DOG TO CREATE SUCH A BIG FUSS!

WALT DISNEY'S
Greyfriars
BOBBY
TECHNICOLOR®

STARRING
DONALD CRISP · LAURENCE NAISMITH
ALEX MACKENZIE · KAY WALSH

Associate Producer HUGH ATTWOOLL
Directed by DON CHAFFEY
Screenplay by ROBERT WESTERBY
From story of Greyfriars Bobby by ELEANOR ATKINSON
Released by BUENA VISTA DISTRIBUTION CO., INC.
©1961 Walt Disney Productions

T H E A T R E

Mat 101—100 lines (7 inches)

NO BIGGER THAN A MINUTE...

...and no more than a handful! But the loving devotion of this raggedy little waif won him the key to the city!

Get ready to lose your heart to a new Disney hero whose adventure was BIG-AS-LIFE!

WALT DISNEY'S
Greyfriars **BOBBY**

STARRING
DONALD CRISP · LAURENCE NAISMITH
ALEX MACKENZIE · KAY WALSH

Associate Producer HUGH ATTWOOLL • Directed by DON CHAFFEY • Screenplay by ROBERT WESTERBY • From story of Greyfriars Bobby by ELEANOR ATKINSON
Released by BUENA VISTA DISTRIBUTION CO., INC. • ©1961 Walt Disney Productions

TECHNICOLOR®

T H E A T R E

Mat 308 — 300 lines — 3 cols. x 100 lines (21 inches)

Mat 302 — 348 lines — 3 cols. x 116 lines (25 inches)

Mat 401 — 448 lines — 4 cols. x 112 lines (32 inches)

TO MEN AND WOMEN HE BROUGHT HOPE!
TO THE CHILDREN HE BROUGHT LAUGHTER!

STARRING DONALD CRISP · LAURENCE NAISMITH · ALEX MACKENZIE · KAY WALSH

Associate Producer HUGH ATTWOOLL · Directed by DON CHAFFEY · Screenplay by ROBERT WESTERBY · From story of Greyfriars Bobby by ELEANOR ATKINSON **TECHNICOLOR®**

Released by BUENA VISTA DISTRIBUTION CO., INC. • ©1961 Walt Disney Productions

T H E A T R E

Mat 406 — 400 lines — 4 cols. x 100 lines (29 inches)

He was alone...an outcast...a vagrant without a master. His story is told in a most enchanting motion picture. He is the remarkable hero of **WALT DISNEY'S**

STARRING
DONALD CRISP · LAURENCE NAISMITH · ALEX MACKENZIE · KAY WALSH

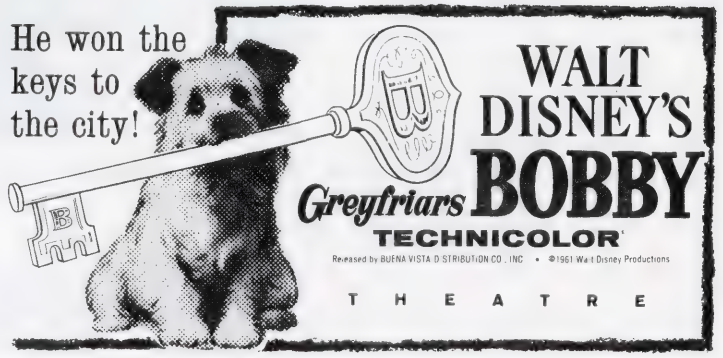
Associate Producer HUGH ATTWOOLL · Directed by DON CHAFFEY · Screenplay by ROBERT WESTERBY **TECHNICOLOR®**
From story of Greyfriars Bobby by ELEANOR ATKINSON • Released by BUENA VISTA DISTRIBUTION CO., INC.

©1961 Walt Disney Productions

T H E A T R E

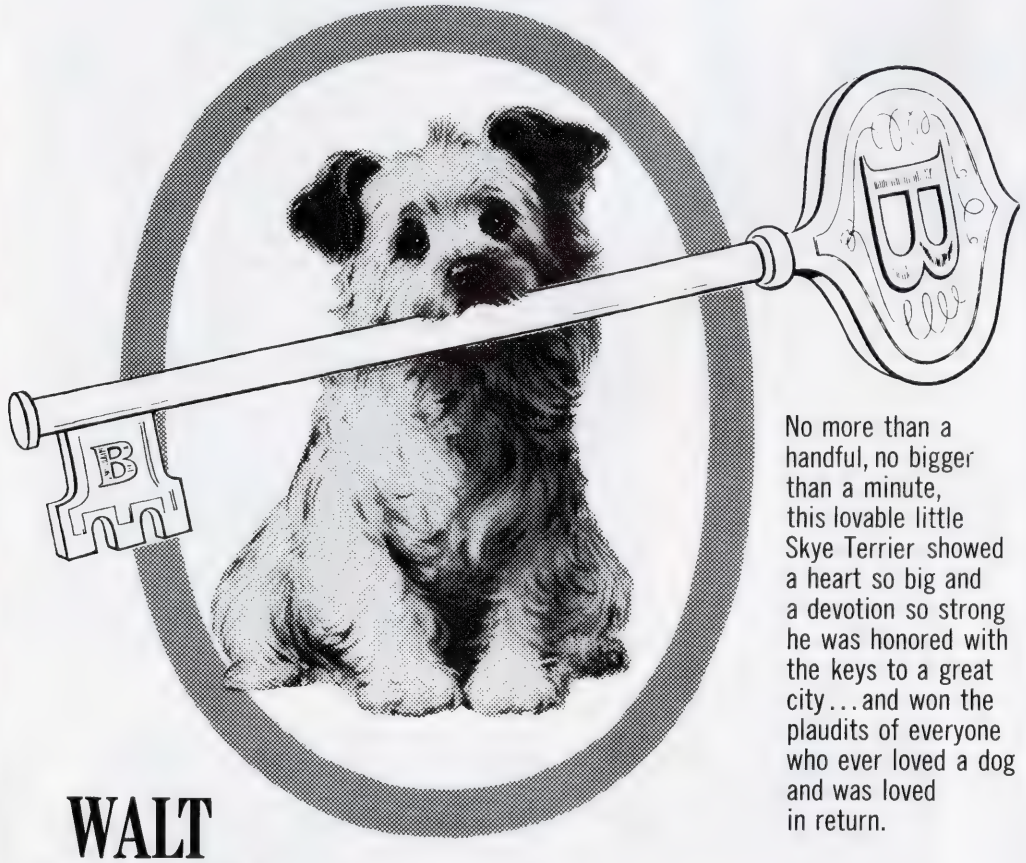
Mat 301 — 255 lines — 3 cols. x 85 lines (18 inches)

He won the keys to the city!



Mat 203 — 50 lines — 2 cols. x 25 lines (4 inches)

EVER HEAR OF THE DOG THAT WON THE KEY TO THE CITY?



No more than a handful, no bigger than a minute, this lovable little Skye Terrier showed a heart so big and a devotion so strong he was honored with the keys to a great city... and won the plaudits of everyone who ever loved a dog and was loved in return.

WALT DISNEY'S

Greyfriars BOBBY

STARRING DONALD CRISP · LAURENCE NAISMITH
ALEX MACKENZIE · KAY WALSH

TECHNICOLOR

Associate Producer HUGH ATTWOOLL • Directed by DON CHAFFEY • Screenplay by ROBERT WESTERBY • From story of Greyfriars Bobby by ELEANOR ATKINSON

Released by BUENA VISTA DISTRIBUTION CO., INC. • ©1961 Walt Disney Productions

T H E A T R E

Mat 306 — 405 lines — 3 cols. x 135 lines (29 inches)

HE WON THE KEY TO THE CITY!

This is BOBBY... the shaggy waif who lived an astonishing adventure... the most remarkable hero you've ever met!

WALT DISNEY'S

Greyfriars BOBBY

TECHNICOLOR

STARRING DONALD CRISP · LAURENCE NAISMITH · ALEX MACKENZIE · KAY WALSH

Associate Producer HUGH ATTWOOLL • Directed by DON CHAFFEY • Screenplay by ROBERT WESTERBY

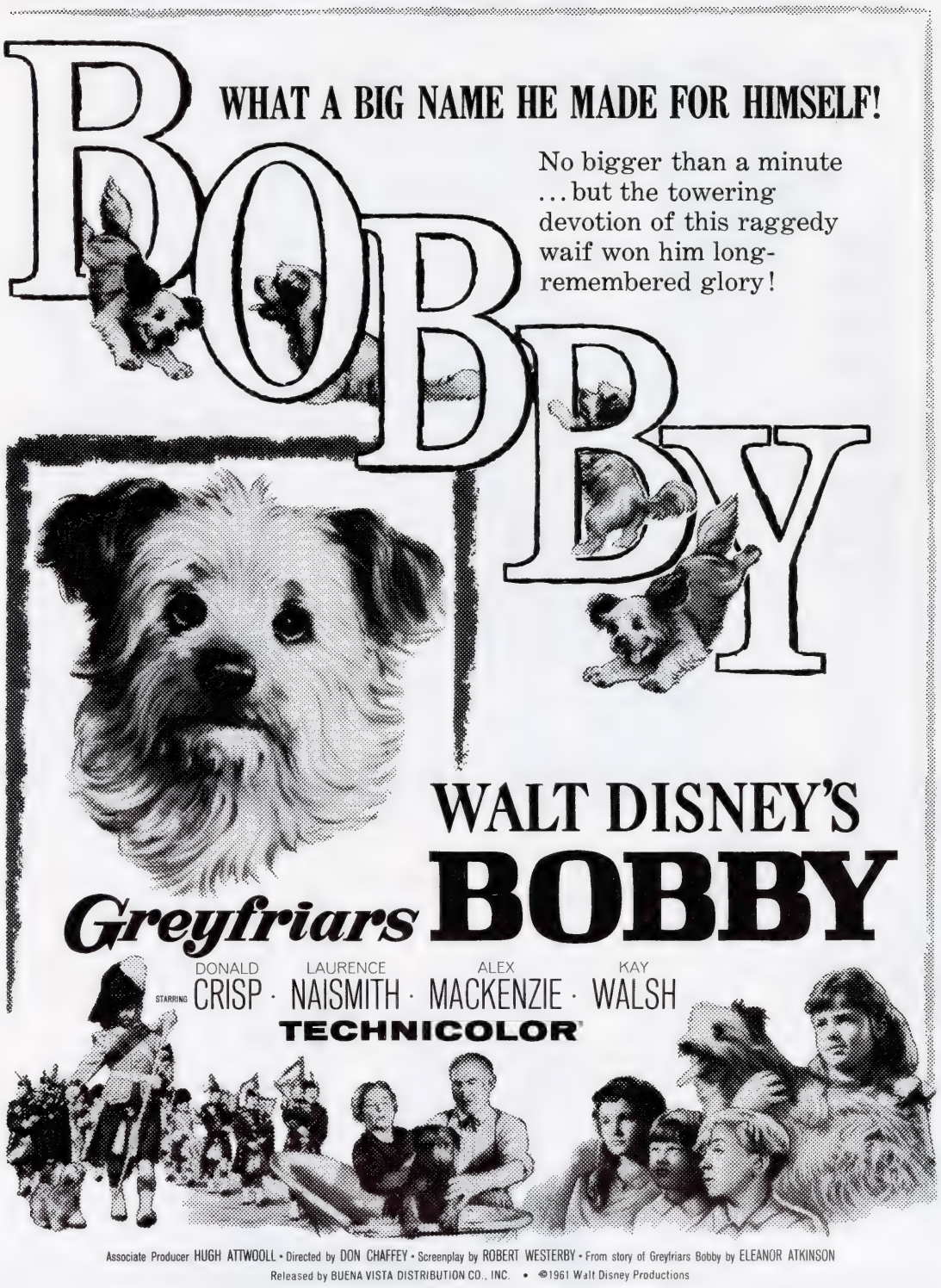
From story of Greyfriars Bobby by ELEANOR ATKINSON

Released by BUENA VISTA DISTRIBUTION CO., INC. • ©1961 Walt Disney Productions

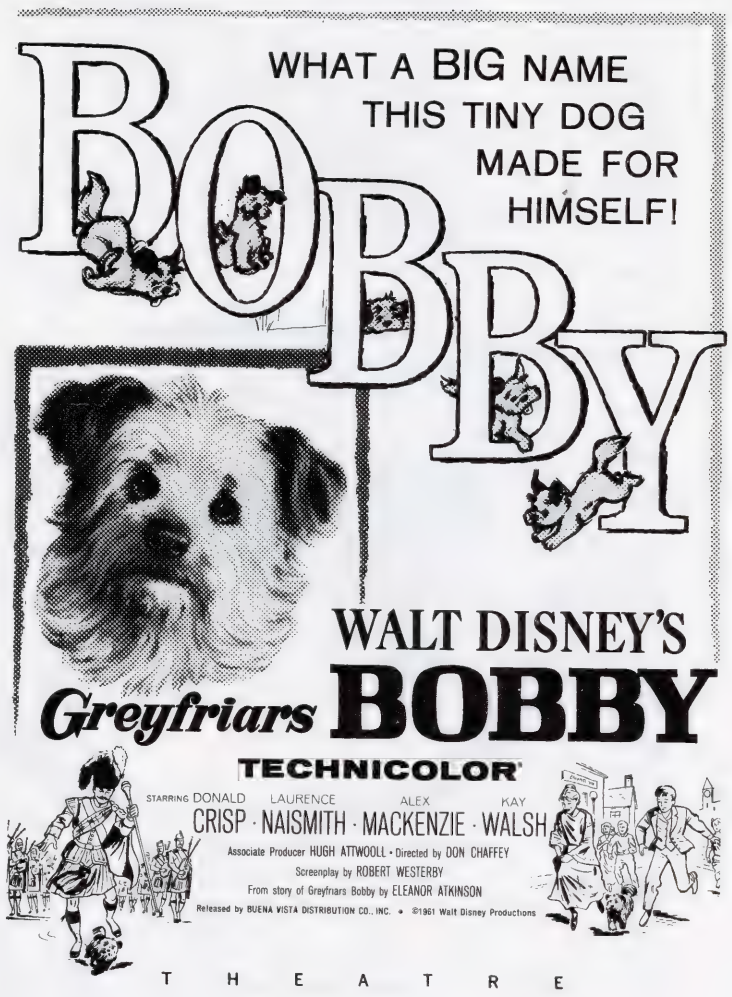
T H E A T R E

Mat 307 — 255 lines — 3 cols. x 85 lines (18 inches)

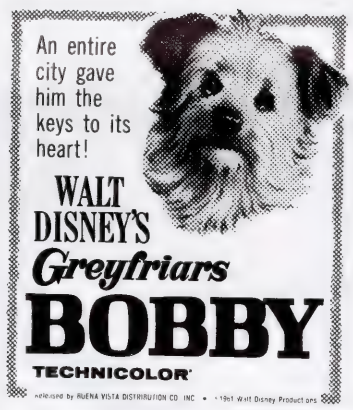
All advertising material in this pressbook, as well as all other newspaper and publicity material, has been approved under the MPAA Advertising Code as a self-regulatory procedure of the Motion Picture Association of America. All inquiries on this procedure, which is voluntarily subscribed to by the major motion picture companies, may be addressed to: Advertising Code Administrator, Motion Picture Association of America, 28 W. 44th St., New York 36, N.Y.



Mat 303 — 348 lines — 3 cols. x 116 lines (25 inches)



Mat 207 — 150 lines — 2 cols. x 75 lines (11 inches)



Mat 105— 28 lines (2 inches)

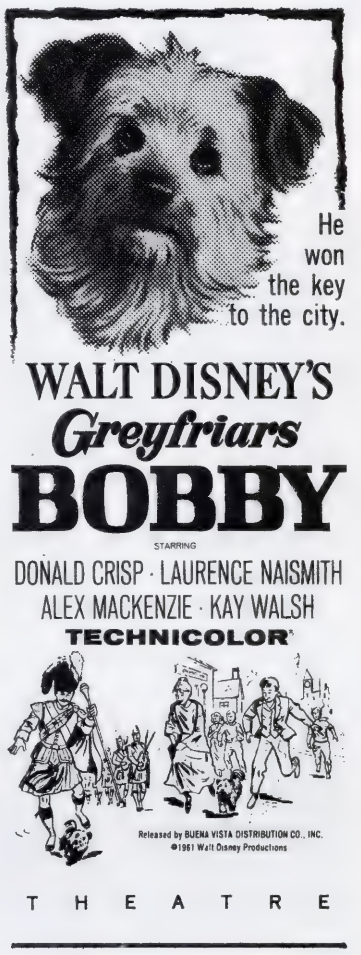
Mat 205 — 100 lines — 2 cols. x 50 lines (7 inches)

Mat 104— 14 lines (1 inch)

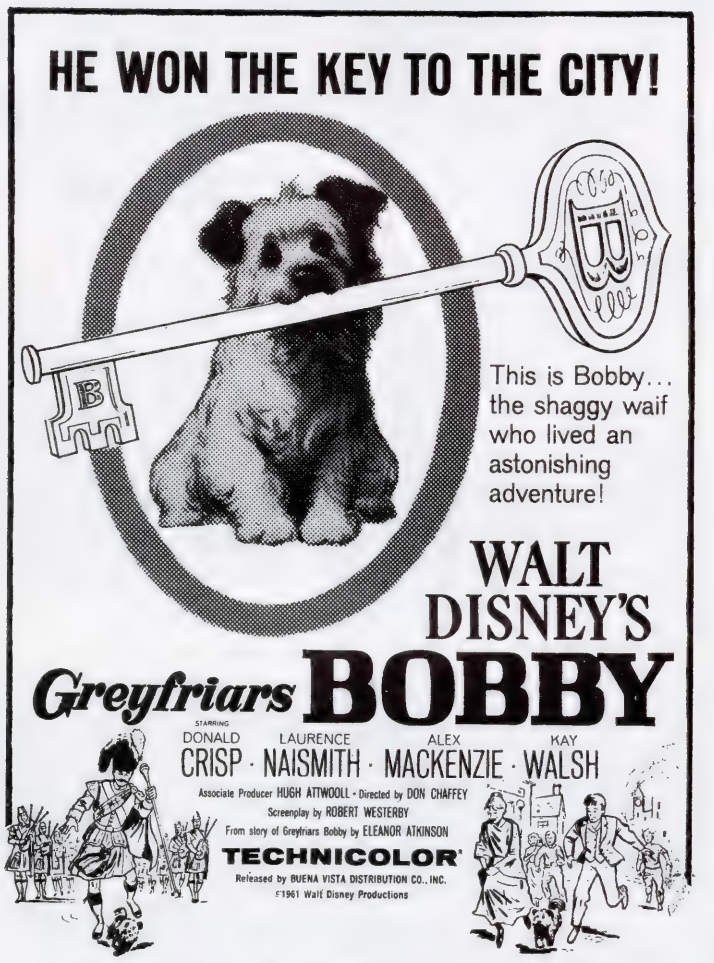
ORDER SPECIAL COMPOSITE AD MAT BOB-4X

This many-purposed advertising and publicity mat is an indispensable item in planning your campaign. Ideal for smaller situations and perfect supplement for larger campaigns, the ads included come in a full variety of sizes. All scene cuts have been specifically chosen on the basis of their editorial content. Run in a series or as part of a large campaign plan.

50 lines (4 inches)

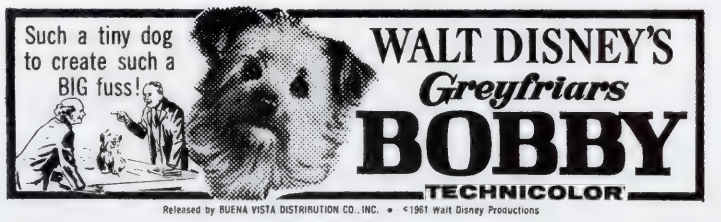


75 lines (5 inches)

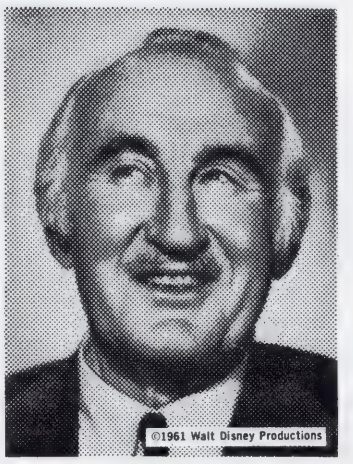


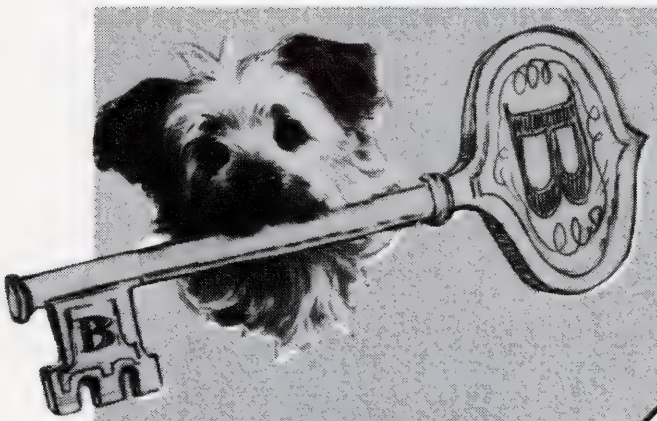
150 lines — 2 cols. x 75 lines (11 inches)

14 lines (1 inch)



28 lines — 2 cols. x 14 lines (2 inches)





HERE'S THE KEY TO

EXPLOITATION SUCCESS

THE TOWN'S OFFICIAL CANINE HERO

Suggest to the feature editor of your leading newspaper that the community officially adopt a canine hero that deserves civic commendation... and that the winning dog BE GIVEN THE KEY TO THE CITY (as Bobby is in the motion picture) for his courage and devotion. THIS ONE SHOULD GAIN TOP FEATURE AND PHOTO COVERAGE!

DRAW "GREYFRIARS BOBBY"

Circulate a "Draw Me" Contest-Herald, based on a drawing of Greyfriars Bobby, in schools, stores, libraries and your theatre lobby. Give contestants a sample picture of Bobby to copy (use Publicity Scene Mat Bob-1B, or any of the visualizations of Bobby in the advertising section for this contest) and INVITE CONTESTANTS TO SUBMIT THEIR DRAWINGS OF BOBBY TO YOUR THEATRE FOR FREE TICKETS AND PRIZES.

CONTACT SCHOOLS AND LIBRARIES

Be sure to prepare special "bulletin board" announcements of your "Bobby" engagement to all local schools and libraries. GREYFRIARS BOBBY IS A POPULAR AND WIDELY READ BOOK—TEACHERS AND LIBRARIANS WILL WANT TO ENCOURAGE YOUNG PEOPLE TO READ IT THROUGH THE PROMOTION OF WALT DISNEY'S VIVID SCREEN VERSION. Make the colorful accessories available to these outlets for display purposes and TIE-IN YOUR SCHOOL-LIBRARY PROMOTIONS WITH "GREYFRIARS BOBBY" CONTESTS!

SEARCH FOR "BOBBY"

Tie-in with a local radio station to tour the city with a mobile radio truck to FIND THE TOWN TERRIER THAT LOOKS THE MOST LIKE GREYFRIARS BOBBY. A running commentary on the search and a truck billboard based on one of the "Greyfriars Bobby" posters will add excitement to the contest. Award free tickets and prizes to the family owning the local "Bobby."

YOUR THEATRE FRONT AND LOBBY CAN BECOME AN EXCITING SHOWPLACE WITH

COLORFUL FLAGS, BANNERS AND STREAMERS IN DELUXE FLUORESCENT SATIN!

USHER'S BADGES.

Your staff becomes an advance announcement squad with these badges. Price: 40c each.

ALSO AVAILABLE:

FLAG OR WALL BANNER

9′ by 12′

Single Face Flags—$45.00 ea.; Double Faced Flags—$75.00 ea.

3-PIECE STREAMER. An attractive 17′ long banner, priced at $15.00 each.

SECTIONAL VALANCE. $1.50 per running foot. Minimum order—10 feet

AUTO BUMPER BANNER. $1.00 each (Minimum order—15 pieces). Free Theatre Imprint.

Order Direct from...

NATIONAL FLAG COMPANY

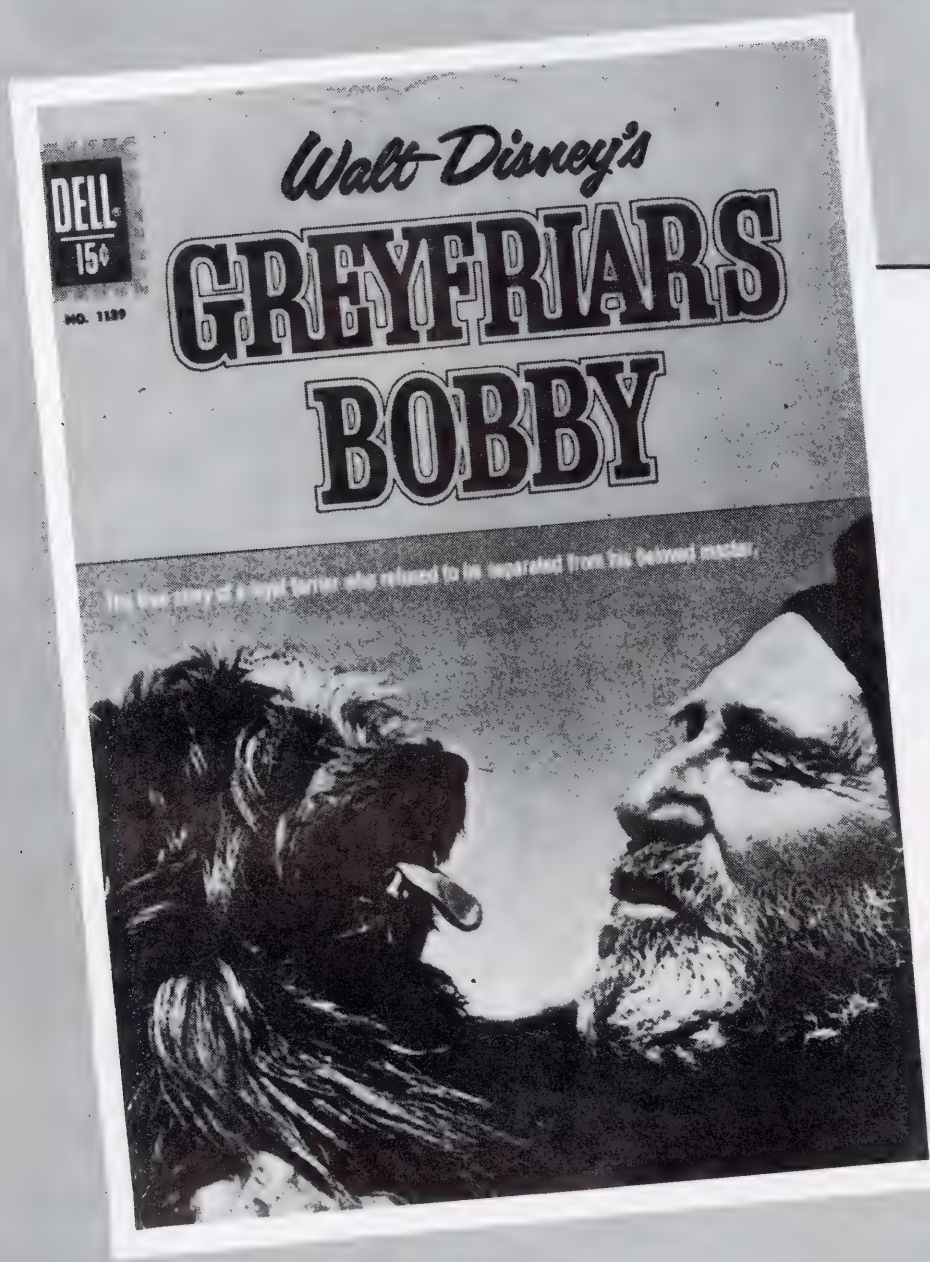
43 West 21st St., New York 10, N. Y.

In Canada, National Flag represented by

THEATRE POSTER SERVICE

227 Victoria St., Toronto Ontario, Canada

PUBLICATIONS CAMPAIGN INCLUDES BIG COMIC AND HARDCOVER EDITION OF WORLD-FAMOUS STORY!



COMIC BOOK-10¢

DELL PUBLISHING COMPANY, 750 THIRD AVENUE, NEW YORK 17

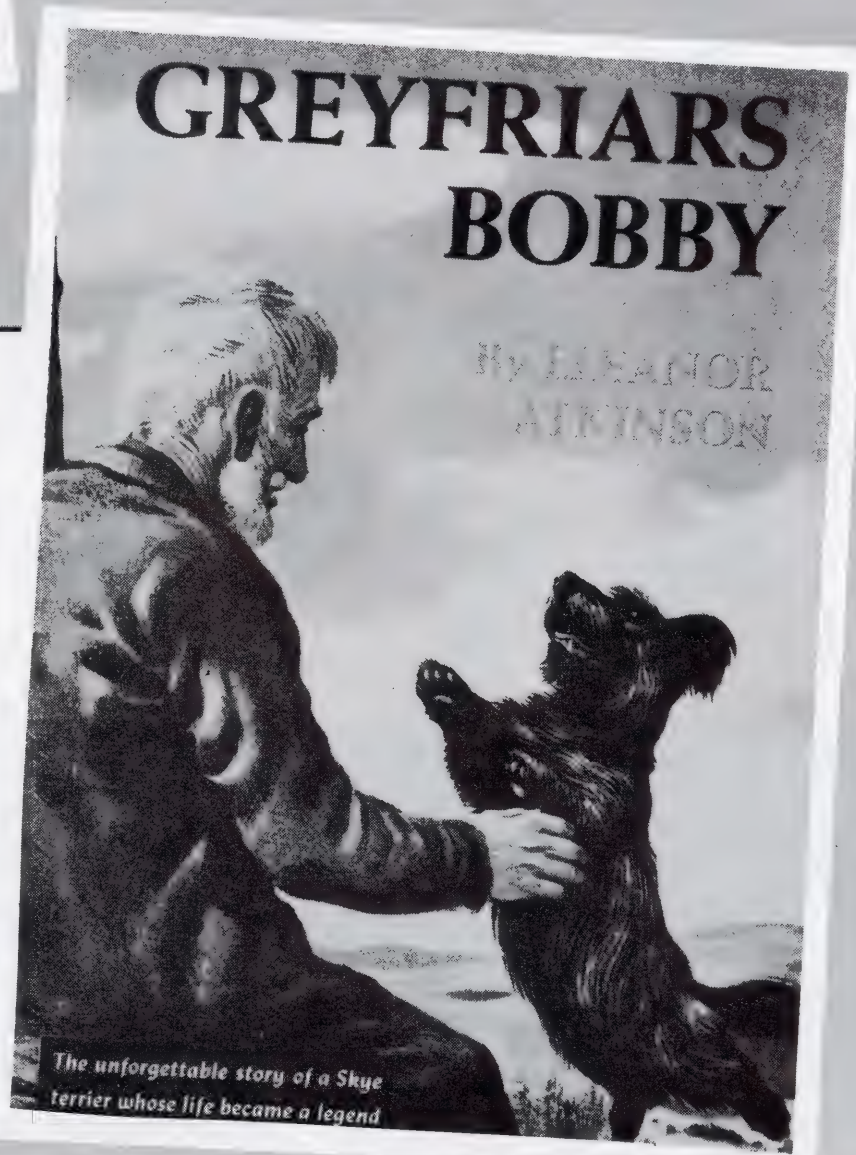
ON NEWSSTANDS THROUGHOUT THE NATION TO HERALD YOUR ENGAGEMENT OF "GREYFRIARS BOBBY." A PERFECT TRAFFIC OUTLET FOR TIE-IN DISPLAYS!

NOTE: Supplies of this comic at **reduced rates** for **theatre lobby sales** may be obtained through your local magazine wholesaler.

HARDCOVER EDITION-$1.95

GROSSET & DUNLAP PUBLISHERS, NEW YORK 10, NEW YORK

NEW PRINTING . . . NEW PROMOTIONS OF THE POPULAR BESTSELLER IN MAJOR BOOK STORES EVERYWHERE. AN IMPORTANT OUTLET FOR COLORFUL "BOBBY" WINDOW DISPLAYS!



"BOBBY" A BEST BET FOR A BIG COLORING CONTEST!

Whether arranged as a feature NEWSPAPER presentation or as a theatre HERALD, this "Greyfriars Bobby" coloring contest is a sure-fire way to bring attention to your engagement ★ ★ ★ Invite Contestants to submit colored-in copies to your theatre for prizes, allowing all coloring materials and methods in the competition.

©1961 Walt Disney Productions

Available in 2 sizes HERALD SIZE (illustrated here): MAT-CC-BOB
NEWSPAPER SIZE (3-Col. width): MAT-CC-BOB3 **from National Screen Service**

DELUXE TECHNICOLOR TRAILER

"Bobby" will win the heart of your entire audience in this lively introduction to his wonderful story. Highlight scenes, colorful visual appeal set to a dramatic musical score make this trailer a must for your advance campaign!

ORDER NOW FOR A LONG-PLAY SCHEDULE FROM

NATIONAL SCREEN SERVICE

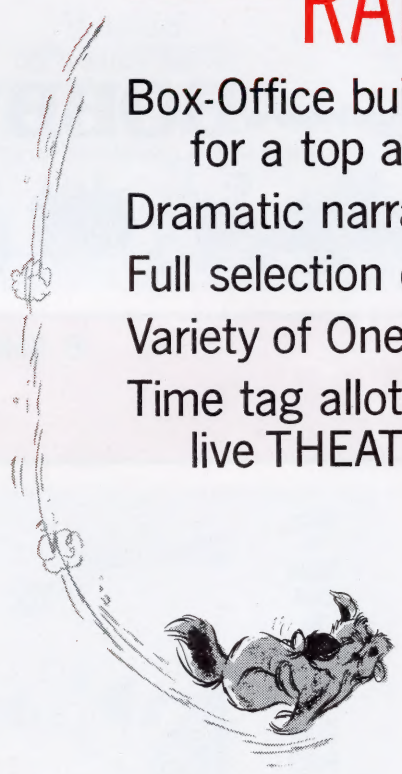
FREE TELOP

Punctuate your TV campaign with this attention-commanding Television Slide.

Order **FREE** from

BUENA VISTA DISTRIBUTION CO., INC.
Attn: SPECIALTY DEPARTMENT
477 MADISON AVENUE NEW YORK 22, N. Y.

FREE RADIO TRANSCRIPTIONS



Box-Office building spots for a top airwave campaign!
Dramatic narration and music!
Full selection on one 12" platter!
Variety of One-Minute to 15-Second Announcements!
Time tag alloted for your live THEATRE-PLAYDATE plug!

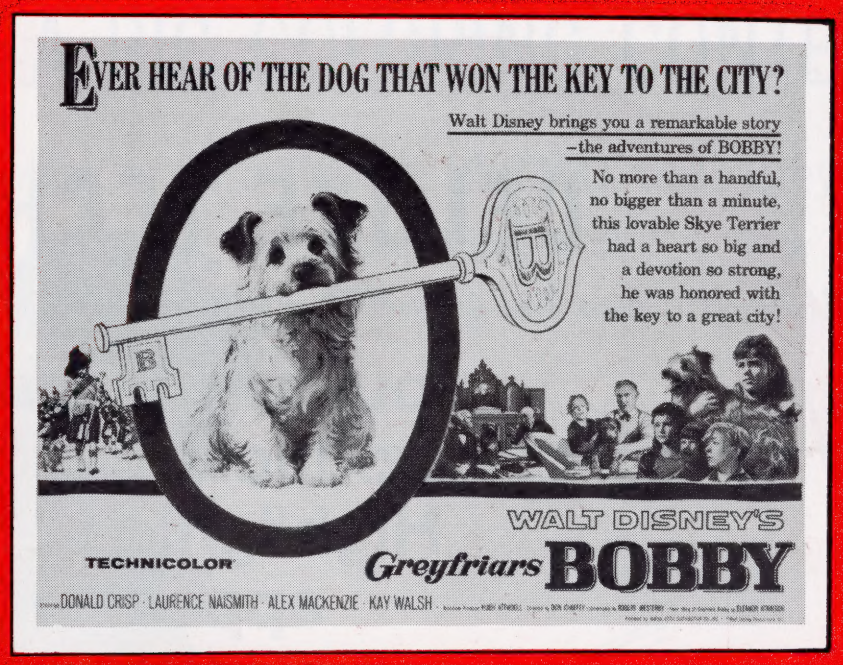
Available **FREE** from

BUENA VISTA DISTRIBUTION CO., INC.
Attn: SPECIALTY DEPARTMENT
477 MADISON AVENUE NEW YORK 22, N. Y.

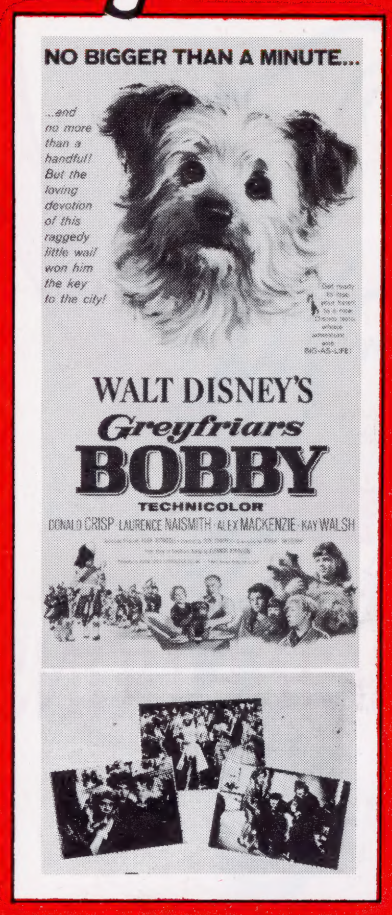
FREE TECHNICOLOR TEASER TRAILER

A bright, effective, entertaining way to launch your campaign and first tell your patrons that "Greyfriars Bobby" is coming.
Don't Lose Any Of This Trailer's Selling Potential . . .
PUT IT ON YOUR SCREEN W-E-E-K-S IN ADVANCE OF YOUR ENGAGEMENT
. . . following it up with the regular DeLuxe Technicolor Trailer.
ORDER FREE from NATIONAL SCREEN SERVICE

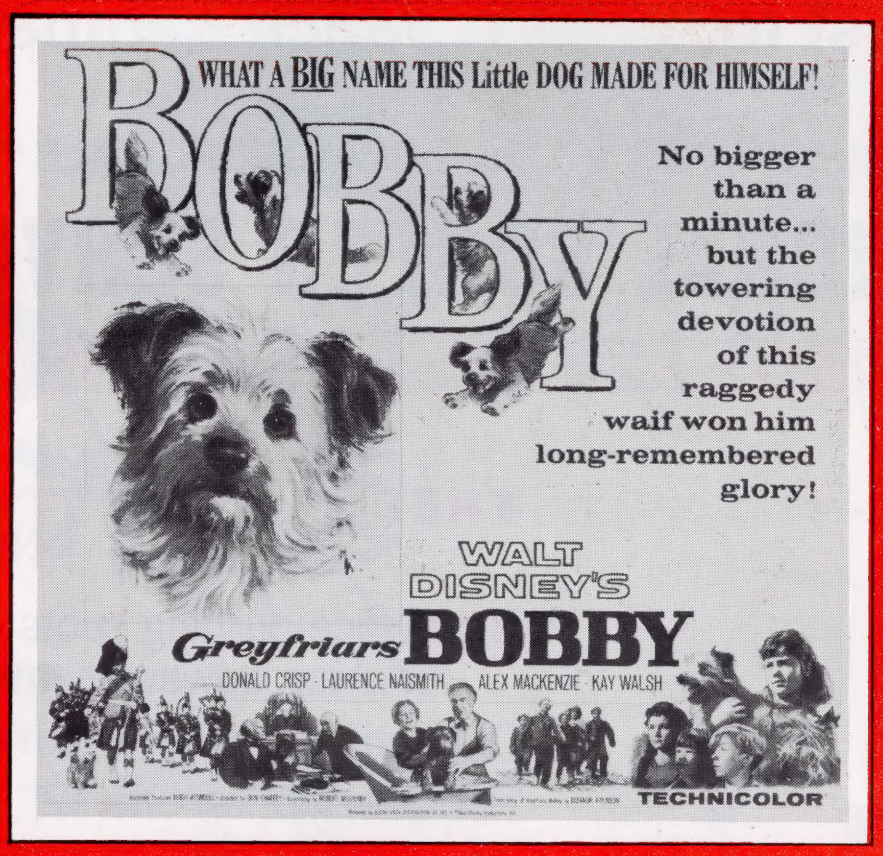
De Luxe Full Color POSTERS and ACCESSORIES



TWO-COLOR 22 X 28



TWO-COLOR 14 X 36
INSERT CARD

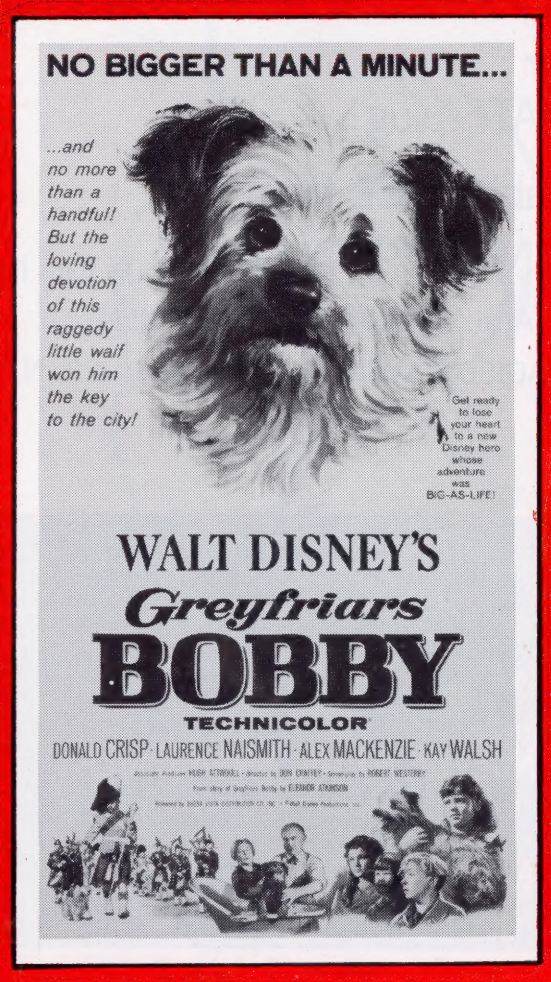


6 SHEET POSTER

8 TWO-COLOR
11 X 14 LOBBIES

Order All Posters And Accessories Illustrated Here From Your Local

NATIONAL SCREEN SERVICE EXCHANGE



3 SHEET POSTER

1 SHEET POSTER

WINDOW CARD

THE FOLLOWING COLORFUL ACCESSORIES ARE ALSO AVAILABLE FROM NATIONAL SCREEN SERVICE

STANDEES • 30 x 40 • 40 x 60
24 x 60 and 24 x 82 DISPLAYS

Printed in U.S.A.

Scanned from the collections of the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.

http://wcftr.commarts.wisc.edu

MEDIA
HISTORY
DIGITAL LIBRARY

www.mediahistoryproject.org